OEO Summary and Quick Tips on 5 Strategic Steps of NASCSP
"Telling Community Action's Story: A Guidebook"

Step/page reference	OEO Summary and QUICK TIPS
Present structural causes of poverty Pgs. 16-17	People living in economic poverty are commonly blamed for their plight, even though poverty rarely is caused by personal deficiencies. Dr. Beegle urges us to work to **shatter myths by presenting the structural causes of poverty as part of every narrative or frame**. A story that begins with the general problem and a social inclusion goal and moves from problem to solution by using the personal story as just one example, not as the central theme, meets that test. Americans respond to organizations helping those who are sacrificing and struggling to get ahead. They admire an institution that can solve a shared societal problem. Be sure your story of an individual has those elements. (p. 17, Telling Community Action's Story).
#1 Choosing Your Stories Pgs. 3-10	• Effective success stories showcase responsible, informed leadership, effective and efficient management, and innovation as part of the strong program. • Concepts of unity and change have been well received in recent years. • Consider choosing "Hot" issues that have been addressed by your organization (some examples are: job creation and assisting those facing foreclosure on sub-prime mortgages).
#2 Framing Your Story Pgs. 5-7; 10-12; 21-23	• Frame the issue in a general way so that it is recognized as an issue shared by many communities, employers, and workers. • Frame the issue as social inclusion vs. problem reduction to establish a positive context. Words that work well for framing an issue are: Opportunity, Responsibility, Choice, Prevention, and Security. (see pgs. 21-23 of the NASCSP "Telling Community Action's Story Guidebook"). • Example frames for stories: 1) widely shared problems such as low-wage jobs, high cost housing, or lack of health services, 2) a response to problems caused by unfair or deceptive practices, 3) expanding community economic opportunities through positive development, 4) preventing economic destabilization by helping families overcome adversity (See pgs 5-7 and pg. 11 of the NASCSP "Telling Community Action's Story Guidebook")
#3 Describing the Specific Problem or Goal Pgs. 12-13	• Be specific and avoid vague terminology. • Demonstrate your agency is knowledgeable about common issues in the community and how the agency staff, volunteers, community leaders and participants took active roles in addressing the issue.
#4 Describe the CAA's Solution and How it Implemented the Solution Pg. 14	• The solution or success should demonstrate specific achievements aligned with the framing of the story and issues identified. • Include action steps that demonstrate pro-active leadership, creativity, and strong capabilities of addressing poverty and making conditions better. • Be specific and use action words to describe concrete steps of implementation and how the issue was addressed.
#5 Describe the Outcome Pgs. 14-16. Pg. 24	• Use simple action terms understood by a general audience; avoid using "jargon". • Avoid using lists of activities and resources. • Highlight the engagement of participants and next steps if your agency is taking future action steps related to the issue • Use numbers selectively and consider incorporating them at the end of the story. Numbers should connect to the issue and frame used. Numbers are most effective when compared to small, everyday experiences and are linked to practical actions.